



PUBLIC OPINION STRATEGIES



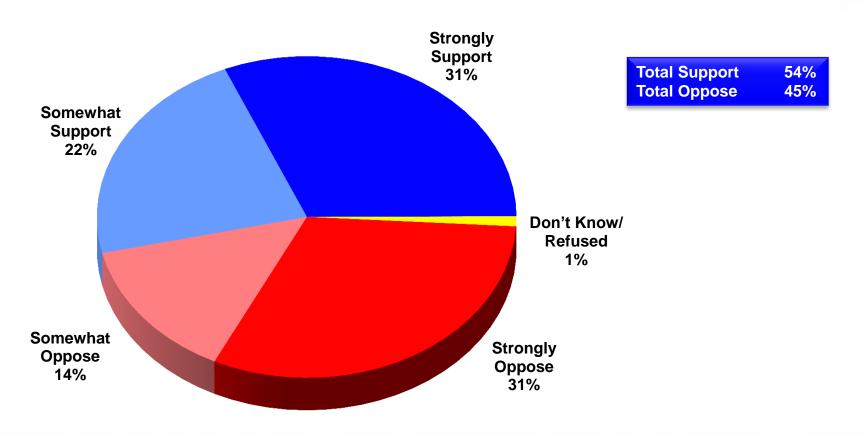
Methodology

- Public Opinion Strategies presents the key findings from a statewide survey of 600 likely voters in Wisconsin.
- The survey was conducted May 10-12, 2016 and has a margin of error of ±4.0%.
- Gene Ulm was the pollster and primary researcher on the project. Caitlin Reed was the project director and Brian O'Bannon provided analytical assistance.

A solid majority supports school choice.

As you may know, Wisconsin created the nation's first private school voucher program more than twenty-five years ago in Milwaukee. More recently, the program has been expanded statewide. The program allows families to send their child to a private or religious school of their parents' choice using taxpayer dollars. Do you support or oppose this program?

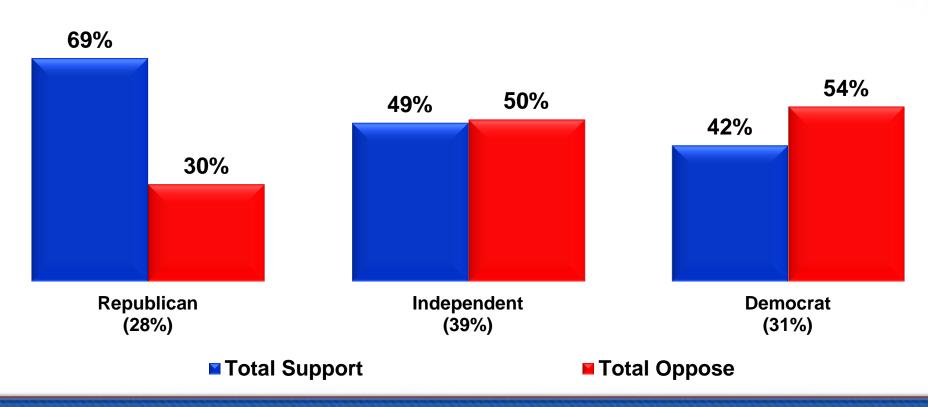
School Choice



Bipartisan support: A majority of republicans and 42% of Democrats support school choice.

School Choice

By Party





Education could become a major issue in the upcoming political environment.

Which of the following should be the top priority of the Governor and State Legislator? **School** Choice % Top Priority IND DEM Supp Opp 29% Improving public education 7% 31% 49% 17% 44% Improving the economy and 27% 33% 27% 21% 32% 21% iob situation 12% 10% 12% 14% 10% 15% Cost of healthcare 12% 20% 13% 4% 17% 7% Cutting government spending Crime and drugs 15% 6% 7% 11% 5% 9% 6% 11% 6% 2% 8% 3% Holding the line on taxes 1% 3% 4% Protecting the environment 3% 3% 3%



Clinton leads Trump by 12 points on the Presidential ballot.

Presidential Ballot

